



STRATEGIC PLAN 2019-2022

MISSION

Mission: The New Jersey Library Association provides vision and leadership for the library community and serves as a voice for New Jersey libraries and library workers.

GOAL 1: MARKETING AND COMMUNICATION

CONNECT PEOPLE WITH LIBRARIES AND LIBRARY WORKERS WITH EACH OTHER.

Action Steps

- Implement Association Management software to enhance internal and external communication.
- Revise guidelines for use of social media accounts and ensure oversight and access to NJLA social media accounts.
- Create content that will encourage the public to contribute to NJLA and communicate the value of our organization to the public.
- Create an online onboarding packet for all committees and sections. (Including Google suite information, committee charges and leadership contact information)

GOAL 2: MEMBER EXPERIENCE

CREATE A WELCOMING AND INSPIRING ENVIRONMENT THAT ENCOURAGES DIVERSITY, LEADERSHIP, AND GROWTH.

Action Steps

- Advance a culture of equity, diversity, and inclusion by promoting and engaging in activities that will increase awareness and understanding of these issues and create an inclusive environment within NJLA.
- Explore ways to welcome new members and enhance value of membership by offering members only content.
- Encourage NJLA Leadership to add discussions of the NJLA's Core Values document to Committee and Section meetings to reinforce a culture that values equity, diversity and inclusion.
- Evaluate membership rates for individuals and explore membership partnerships with other organizations.
- Consider a new model for institutional membership and review existing incentives.
- Explore ways to build lasting connections between and among members through enhanced and sustained communication from leadership to encourage active participation and to help ensure member retention.
- Partner with stakeholders (consortiums, universities, and county libraries) to enhance communication across the field and reduce duplication of efforts.

GOAL 3: ADVOCACY

ADVOCATE FOR STATE AND FEDERAL SUPPORT THAT WILL BENEFIT AND STRENGTHEN LIBRARIES OF ALL TYPES AND BUILD STRONGER COMMUNITIES.

Action Steps

- Serve as a unifying voice for libraries and library workers.
- Provide support to libraries in times of need.
- Seek member input on the legislative agenda.
- Strengthen relationships with library trustees and other library organizations and work together to promote the value of libraries and library workers.

GOAL 4: STRENGTHEN THE ORGANIZATIONAL STRUCTURE

CREATE A STRONG INFRASTRUCTURE TO ENHANCE NJLA'S EFFECTIVENESS AND HELP ACHIEVE ITS GOALS

Action Steps

- Stabilize organization finances. (Create financial best practices, reassess investment management, annual audit)
- Create office staffing level that supports the organization's financial and strategic goals.
- Institute a succession plan to establish continuity and stability.
- Review bylaws, organizational structure, and code of committees to encourage participation by members with diverse skill sets, interests, and professional backgrounds.
- Consider the creation of a task force to assess and expand the work of NJLA and its allies in building a diverse and inclusive profession and professional association.

GOAL 5: PROFESSIONAL DEVELOPMENT

BUILD A CONTINUUM OF PROGRAMS AND SERVICES THAT ARE EFFECTIVE, RELEVANT, AND OF EXCELLENT QUALITY

Action Steps

- Hold trainings in varied locations across the state.
- Enhance communication between NJLA sections, New Jersey State Library, and other library organizations, to ensure professional development opportunities are evenly spaced throughout the calendar year.
- Continue and expand training and resources that support equity, diversity, inclusion and social justice in NJLA and our libraries.
- Create scholarships to eliminate financial barriers to membership, participation in conferences, and other professional development opportunities.
- Leverage partnership with New Jersey Library Trustee Association and New Jersey State Library to facilitate professional development opportunities and encourage conference participation by trustees.